

## **CSA Rules and Regulations**

### **6. ADVERTISING - SOUTH AFRICAN EVENTS [May '93]**

#### **6.1 Personal Advertising**

6.1.1 Boat Side of the hull [from the cockpit line]; and the back deck of the boat

6.1.2 Paddles Unlimited, provided that a reasonable space is reserved for the event sponsor's branding if required.

6.1.3 Clothing equipment Club colours must be worn and a main sponsors bib if required.

Two areas of 15 cm<sup>2</sup> on each item will be permitted for personal advertising.

Unlimited personal advertising that does not conflict with the major race sponsor is allowed on the paddlers shorts.

6.1.4 Peaks and Helmets These are reserved for the main sponsor if required, with a manufacturer's trademark of 30 cm<sup>2</sup> permitted; and may be used for personal advertising if not required by a main sponsor.

6.1.5 Lifejackets If there is a main sponsor no advertising is permitted, except for a manufacturer's trademark of 30 cm<sup>2</sup>. Personal advertising is permitted at other events.

#### **6.2 Manufacturers' Trademarks**

6.2.1 Boat Unlimited - Side of the hull [from the cockpit line]; and the back deck of the boat

6.2.2 Paddles Unlimited

6.2.3 Peaks and Helmets Limited to one sticker - 30 cm<sup>2</sup> .

6.2.4 Lifejackets Limited to one sticker - 30 cm<sup>2</sup> .

#### **Club Sponsor Advertising**

6.3.1 Boat 30 cm<sup>2</sup>; on the back deck of the boat

6.3.2 Unlimited provided that a reasonable space is reserved for event sponsor's branding if required.

6.3.3 Clothing & equipment 30 cm<sup>2</sup> on shirts and 15 cm<sup>2</sup> on shorts will be permitted for club sponsor advertising

6.3.4 & 30 cm<sup>2</sup> permitted for club sponsors

6.3.5 30 cm<sup>2</sup> will be permitted for club sponsors, provide that this does not compromise the event sponsor's branding.

In regards to the above regulations on advertising the following must be noted:

6.4.1 No individual advertising which competes with the overall sponsor will be allowed, unless sanctioned by the sponsor. Union sponsorships do not require sanction from the sponsor, but possible conflicts are to be discussed and negotiated solutions found for such conflicts.

6.4.2 The overall sponsor may display his advertising anywhere on the front part of the boat up to the cockpit.

6.4.3 The overall sponsor may display his advertising on caps, peaks and other headgear [front and back], and by way of bibs worn over the body.

6.4.4 All advertising material should be placed in such a way that it does not interfere with competitors identification and does not affect the outcome of the race.

6.4.5 For the purpose of TV interviews the main sponsors' advertising must always be prominent and dominant.